

Testimonial for Brett Burgess

I had 8 coaching sessions with Brett Burgess in 2007. At the time my main goal was to increase the income my business was generating through attracting and retaining not only more clients, but bigger clients that would result in on-going business.

I had no previous sales training or experience. Infact, looking back on what I have learned from Brett, it was a miracle that I had any clients at all! I had been operating with a very ad-hoc sales plan, and an even more ad-hoc sales presentation!

I found the sessions with Brett hugely valuable and enlightening. He skillfully introduced me to a range of concepts, models and tools that I could immediately start using to grow my business. The most useful of these had been the SPIN selling approach, which I now use every time I meet with a potential client. The results from using this one tool alone have been astounding. The number of people attending our flagship course, The Leadership Development Intensive has more than doubled.

The confidence I have gained from using SPIN selling effectively has enabled me to approach bigger clients, and tender for bigger contracts. Currently I have 3 major proposals nearing the sign-off phase, and I know I would not have secured these had it not been for working with Brett.

In addition to the sales coaching he provided, Brett was also extremely helpful in providing referrals- both potential clients, and "centres of influence." Several of these have turned into valuable business connections.

Brett was at all times a pleasure to work with. He is prompt, reliable, a very good listener, and he definitely went the extra mile for me. I have no hesitation in recommending him.

Robyn Wynne-Lewis
Owner, Core Consulting

